

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 13-18 and 20, 22-24, CANCEL claims 2-12 and ADD claims 26-36 in accordance with the following:

1. (CURRENTLY AMENDED) An advertisement providing method, comprising:
storing in a storage unit of a portable terminal device carried by an advertisement medium person, advertising information about goods the advertisement medium person is wearing or carrying or has associated with them~~has on or with~~; and

transmitting the advertising information stored in the storage unit by a wireless signal upon receipt of a request to transmit advertising information from another portable terminal device.

2-12. (CANCELLED)

13. (CURRENTLY AMENDED) An advertisement distributing method, comprising:
storing plural pieces of advertising information;
receiving a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods;

distributing advertising information about the goods to a portable terminal device of ~~an advertisement medium~~ the person who has gained user entry; and

retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view an advertisement is received according to advertising information transmitted from the portable terminal device of the person acting as the ~~an~~ advertisement medium to the portable terminal device of a consumer.

14. (CURRENTLY AMENDED) A computer-executable program for realizing the functions of:

storing plural pieces of advertising information;

receiving a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods;

distributing advertising information about the goods to a portable terminal device of the person ~~an advertisement medium~~ who has gained user entry; and

retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view the advertisement is received according to advertising information transmitted from the portable terminal device of the person acting as the ~~an advertisement medium~~ to the portable terminal device of the consumer.

15. (CURRENTLY AMENDED) An advertisement distributing method, comprising:
storing plural pieces of advertising information;

distributing advertising information about goods to a portable terminal device at a request of a person wearing or carrying pre-assigned goods who is acting as an advertisement medium for the goods to a portable terminal device; and

giving an advertising reward to the person acting as the advertisement medium who has provided the advertising information when a consumer views an advertisement or buys the goods after receiving the advertising information and according to the advertising information transmitted from the portable terminal device of the person acting as the advertisement medium to another portable terminal device of the consumer.

16. (CURRENTLY AMENDED) An advertisement distributing method, comprising:
storing plural pieces of advertising information; and

receiving a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods; and

distributing advertising information about goods to a portable terminal device of the person acting as the advertisement medium who has gained user entry, and realizing the function of requesting transmission of advertising information or transmitting advertising information between ~~a the~~ portable terminal device of the person acting as the advertisement medium and another portable terminal device of a consumer.

17. (CURRENTLY AMENDED) A advertisement distributing method, comprising:
storing plural pieces of advertising information;

receiving a user entry of a person wearing or carrying pre-assigned goods to act as an

advertisement medium for the goods;

distributing advertising information about the goods to a portable terminal device of the person ~~advertisement medium~~ who has gained user entry; and

retrieving a corresponding advertisement and distributing the advertisement to another portable terminal device of a consumer when a request to view the advertisement is issued from the portable terminal device of the consumer with the advertising information and user-specified information for designation of the person acting as the advertisement medium specified.

18. (CURRENTLY AMENDED) An advertisement distributing method, comprising:
storing plural pieces of advertising information;

receiving a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods;

retrieving advertising information of corresponding goods when a request to view advertising information is received from a portable terminal device of a consumer containing user-specified information about an advertisement medium and a retrieval condition of goods; and

distributing the advertising information obtained by the retrieval to the portable terminal device of the consumer.

19. (ORIGINAL) The method according to claim 18, wherein
said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20. (CURRENTLY AMENDED) An advertisement distributing method, comprising:
storing plural pieces of advertising information;

accepting user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods;

storing user-specified information and a profile about the ~~advertisement medium~~ person who has gained the user entry, and advertisement specified information for designation of advertising information about goods the person acting as the advertisement medium ~~has on or~~ with this wearing or carrying; and

retrieving the advertisement medium having a matching or similar profile to a profile

specified by a consumer from information about the entered advertisement medium and distributing advertising information of goods for which the person is acting as the advertisement medium ~~has on or with~~ to a portable terminal device of the consumer when a request to view an advertisement with the user specified information and the profile of the person acting as the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

21. (ORIGINAL) The method according to claim 20, wherein
a profile matching or similar to the profile of an advertisement medium specified by the consumer is retrieved;
advertisement specified information stored as associated with the advertisement medium having matching or similar profile specified by the consumer is obtained; and
advertising information specified by the obtained advertisement specified information is retrieved, and the advertising information obtained by the retrieval is distributed to the portable terminal device of the consumer.

22. (CURRENTLY AMENDED) A advertisement distributing method, comprising:
storing plural pieces of advertising information;
accepting a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods and a consumer, and storing user-specified information about the person ~~advertisement medium~~ who has gained the user entry, goods specified information designating goods the person acting as the advertisement medium ~~has on or with~~, user-specified information about the consumer who has gained the user entry, and a profile of the consumer;
retrieving the goods specified information designating the goods the person is acting as the advertisement medium ~~for has on or with~~ corresponding to the user-specified information about the advertisement medium, and the profile of the consumer corresponding to the user-specified information about the consumer;
obtaining advertising information matching the profile of the consumer based on the retrieval result; and
distributing the obtained advertising information to a portable terminal device of a consumer.

23. (CURRENTLY AMENDED) An advertisement distribution device, comprising:
an advertisement storage unit storing plural pieces of advertising information;
an entry unit accepting a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods;
an advertisement distribution unit distributing advertising information about the goods to a portable terminal device of ~~an~~ the person acting as the advertisement medium who has gained the user entry; and
a retrieval/distribution unit retrieving a corresponding advertising information from said advertisement storage unit, and distributing the advertising information to another portable terminal device of a consumer.

24. (CURRENTLY AMENDED) An advertisement distribution device, comprising:
an advertisement storage unit storing plural pieces of advertising information;
an entry unit accepting a user entry of a person wearing or carrying pre-assigned goods to act as an advertisement medium for the goods;
a user information storage unit storing a profile and user-specified information about the person ~~advertisement medium~~ who has gained the user entry, and advertisement specified information designating advertising information about the goods the person is acting as the advertisement medium ~~has on or with for~~; and
retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from said user information storage unit and distributing advertising information of goods for which person is acting as the advertisement medium ~~has on or with for~~ to a portable terminal device of a consumer when a request to view an advertisement with user-specified information and the profile of the advertisement medium specified by the consumer is received from the portable terminal device of the consumer.

25. (PREVIOUSLY PRESENTED) A system, comprising:
a first portable device allowing an advertiser to enter and store advertising information therein and allowing the advertiser to wirelessly transmit the advertising information responsive to a request; and
a second portable device allowing a consumer to wirelessly request the advertising information stored in the first portable device and displaying the advertising information wirelessly received from the first portable device.

26. (NEW) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains both user identifying information of a plurality of advertisement medium persons each wearing or carrying goods to act as an advertisement medium and goods search conditions;

determining, in a manner based on information about the advertisement medium persons, the information having been stored in a storage unit and containing the user identification information, the advertisement medium persons corresponding to the received user identifying information,

finding from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods connected to the determined advertisement medium persons; and

delivering the found advertising information to the portable terminal device of the consumer.

27. (NEW) The advertising information delivery method for use with a server device and according to claim 26, wherein:

the user identifying information of the plurality of the advertisement medium persons is received a plurality of times;

the user identifying information which has been contained every time in the received user identifying information is determined; and

the advertising information of the goods conforming to the received goods search conditions among the goods connected to the advertisement medium persons corresponding to the determined user identifying information is found.

28. (NEW) An advertising information acquiring method for enabling a portable terminal device of a consumer to acquire advertising information from a server device via a network, comprising:

receiving from other portable terminal devices, which are carried by advertisement medium persons each wearing or carrying goods to act as an advertisement medium, the user identifying information of the advertisement medium persons;

obtaining an input of the consumer specifying goods search conditions;
transmitting to the server device, a reviewing request including both the user identifying information and the goods search conditions;
causing the server device determine the advertisement medium person corresponding to the user identifying information included in the reviewing request among the advertisement medium person corresponding to the user identifying information stored in a storage unit of the server device;
causing the server device to find the advertising information of the goods conforming to the goods search conditions among the goods connected to determined the advertisement medium persons; and
acquiring, as delivered from the server device, the found advertising information.

29. (NEW) The advertising information acquiring method according to claim 28 in which:

the user identifying information is received from the portable terminal devices a plurality of times; and

the user identifying information and goods search conditions received a plurality of times are transmitted to the server device to determine the advertisement medium persons.

30. (NEW) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains both user identifying information of a plurality of advertisement medium persons each wearing or carrying goods to act an advertisement medium and a profile for selectively determining the advertisement medium persons;

determining, in a manner based on information about the advertisement medium persons, the information having been stored in a storage unit and containing the user identifying information and the profile, the advertisement medium persons corresponding to the received profile among the advertisement medium persons corresponding to the received user identifying information;

finding advertising information of the goods connected to the determined advertisement medium persons; and

delivering the found advertising information to the portable terminal device of the

consumer.

31. (NEW) An advertising information acquiring method for a portable terminal device of a consumer acquiring advertising information from a server device via a network comprising:

receiving user identification information of a plurality of advertisement medium persons each wearing or carrying goods from a plurality of portable terminal devices carried by the advertisement medium persons;

obtaining an input of the consumer specifying a profile for selectively determining advertisement medium persons;

transmitting to the server device, a reviewing request comprising both the user identifying information and the profile;

causing to determine the advertisement medium person corresponding to the user identifying information and the profile contained in the reviewing request among the user identifying information and the profiles stored in a storage unit of the server unit;

causing to find the advertising information of the goods connected to the determined advertisement medium persons; and

acquiring the found advertising information delivered from the server device.

32. (NEW) The advertising information acquiring method according to claim 31, wherein:

accepting the input of the consumer comprising the profile for specifying advertisement medium persons and the goods search conditions; and

transmitting the retrieving request comprises the plurality of the user identifying information, the profile and the goods search conditions to the server device.

33. (NEW) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiving unit receiving from the portable terminal device of the consumer, a reviewing request, which comprises both user identifying information of advertisement medium persons each wearing or carrying goods to act as an advertisement medium and goods search conditions;

a searching unit determining, in a manner based on information about the advertisement

medium persons, the information having been stored in a storage unit and containing the user identifying information, the advertisement medium persons corresponding to the received user identifying information, and finding, from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods connected to the determined advertisement medium persons; and

a delivery unit delivering the found advertising information to the portable terminal device of the consumer.

34. (NEW) The server advice according to claim 33, wherein:

the receiver unit receives the user identifying information every time when the user identifying information being received by the portable terminal device of the consumer a plurality of times; and

the searching unit determines the user identifying information contained every time among the user identifying information received a plurality of times by the receiver unit and finding the advertising information of the goods conforming to the received goods search conditions among the goods connected to the advertisement medium persons corresponding to the determined the user identifying information.

35. (NEW) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiver unit receiving from the portable terminal device of the consumer, a reviewing request, which comprises both user identifying information of advertisement medium persons each wearing or carrying goods to act as an advertisement medium and a profile for selectively determining advertisement medium persons;

a searching unit determining, in a manner based on information about the advertisement medium persons, the information having been stored in a storage unit and containing the user identifying information and the profile, the advertisement medium persons conforming to the profile among the advertisement medium persons corresponding to the received user identifying information and searching, from the storage unit, advertising information of the goods connected to the determined advertisement medium persons; and

a delivery unit delivering the found advertising information to the portable terminal device of the consumer.

36. (NEW) The server device according to claim 35, wherein said portable terminal device has the functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications with the portable terminal device of the consumer.